

Town Administrator's May 2018 Monthly Report



**Town of Bladensburg
May 2018
Debi Sandlin, Town Administrator**

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EXECUTIVE SUMMARY

Dear Mayor and Council,

During the month of May staff has been focused on completing and updating the draft FY19 budget. To ensure complete transparency and accountability of the process, and to provide opportunities for input and feedback, several Mayor/Council budget worksessions and several community budget meetings were held to go over the FY19 proposed budget. Beginning on April 9, 2018, the following budget meetings have been held:

1. April 9th – Town Administrator's proposed FY19 draft budget was introduced during the April Mayor/Council Worksession.
2. April 26th – First budget worksession was held.
3. April 30th – Second budget worksession was held.
4. May 1st – First public comment session was held.
5. May 12th – Second public comment session was held.
6. May 14th – The Mayor/Council reviewed the proposed budget with recommended changes during the May worksession.
7. May 23rd – Third budget worksession was held.

PUBLIC SAFETY OPEN HOUSE

Unfortunately due to rain, the May 19th Public Safety Open House was postponed until Saturday, June 2, 2018. We are keeping our fingers crossed the weather will be cooperative and we will be able to move forward with hosting this very exciting event. Staff has been working very hard planning the Public Safety Open House and is very interested in providing this opportunity for our residents to learn more about our public safety programs and other Town services through interactive activities.

The "Public Safety Open House" is scheduled to take place from 1 to 3 PM and will be located at Town Hall and in the David C. Harrington Community Park.



GRANTS TRANSITION

The Town of Bladensburg will be saying goodbye to Lt. Flynn as he prepares to retire after 36 years with the Bladensburg Police Department at the end of May. Lt. Flynn has been instrumental in applying for and securing over \$8 million in grant funding over the past 10 years. To ensure a smooth and seamless transition, we will be working closely with Alison Miller who has been assisting Lt. Flynn over the past five years on securing and administering the grants. Ms. Miller will continue to work with myself and Pat McAuley as well as take on additional responsibility in managing the grant process to ensure this is an absolute seamless transition.

Over the past 10 years, Lt. Flynn was involved in the following grant opportunities:

1. Involved in writing and obtaining approximately 60 grants, total amount awarded: \$8,394,064.
2. School Bus Safety Enforcement: since 2005, no student injuries in 13 years.
3. Crime Suppression Unit: DOJ and GOCCP since 2003. Many arrests, guns and narcotics seized.
4. MEA Collaboration Weatherization LMI: over 750 residents throughout the county served.
5. DHCD: numerous grants to include over 75 homes assisted, Big Belly trash cans, Collaboration Big Belly.
6. CDBG, DHCD and Maryland Natural Resources, Municipal Playground and new Pavilion and fencing, a phased program over several years.
7. MEA Vehicle grants for Tahoe's.
8. DOJ and GOCCP – Bullet proof Vests.
9. JAG and GOCCP: funding for digital radios, Tower, etc.
10. DOE, Municipal Collaboration \$1,000,000.00 for solar starting the municipal collaboration. Still receiving benefits of solar today.
11. Sustainable Maryland Certified.

Ms. Pat McAuley and I met with Ms. Miller to discuss the transition and to determine responsibilities over the next 12 months. The Town has been very fortunate to have been awarded between \$650,000 to \$750,000 in MEA grant funding over the course of several years; however, based on the number of grant applicants and the Governor's commitment to assisting as many Maryland communities as possible, the total grant funding to the Town for the FY19 budget year will be \$350,000

Based on the reduced funding for FY19, Ms. McAuley and Ms. Miller will work closely together to prioritize the distribution of the funds to Bladensburg residents, Port Towns residents and neighboring Towns within the Beltway. Ms. Miller will also work with Ms. McAuley to identify other grant opportunities beneficial to Town residents.

Town of Bladensburg Launches Public Safety Awareness Campaign

The purpose of the campaign is to develop a targeted education and awareness campaign to help reduce opportunistic crimes; and to build positive relationships between the Police Department

and the community.

Our goal is to, 1) Increase our officers interaction with members of the community outside of law enforcement situations resulting in a more positive relationship between the community and the Police Department; 2) educate our citizens on the role they can play in creating a safer community; and 3) stop crime from happening rather than waiting to respond.

The Campaign will include several initiatives designed to increase community outreach; inform and educate the community on how not to become a “Crime of Opportunity”; and reduce the overall crime rate in the Town. These initiatives will include but are not limited to:

- Implementing a “Walk and Talk with the Chief of Police” program where the Chief and Command Staff will go out and meet with residents as part of a listen and learn tour.
- Offering a “Safety” survey of residential homes and businesses to identify possible “Crimes of Opportunity”.
- Creating a “Safety Zone” home program upon completion of a successful “Safety” survey.
- Hosting a “Public Safety Open House” to provide residents with an opportunity to learn about the services and the role the Police Department plays in keeping the community safe.
- Promoting seasonal Crime Prevention Tips to help our residents with becoming more aware of what they can do to help reduce their chances of becoming a “Crime of Opportunity”.
- Developing a “Facebook” Live Safety Chat program.
- Increasing Patrols throughout the community.
- Providing additional training to Officers on engaging the community outside of law enforcement situations.
- Coordinating an HOA forum to meet with HOA representatives to discuss public safety matters and concerns.
- Working with the Schools and youth and to provide them with resources.

The “Crime Prevention Awareness Campaign” is the result of our Town Administrator’s Capstone Project through the University of Baltimore’s Certified Public Managers program; and Ms. Sandlin’s and Chief Stone’s commitment to the Bladensburg Police Department focusing on 21st Century Policing and recognizing the value positive and personal interactions between police officers and community members have in building mutually trusting relationships.

A “Crime Prevention Campaign” team has been created to work together to identify and promote initiatives to ensure the community is better informed on how not to become a “Crime of Opportunity”. The team is comprised of Chief Stone, Mayor Kisha James, Officer Brown, Officer Ramirez, Chi-Chi Dureke, the Town’s Marketing Coordinator, and the Town

Administrator. For more information contact Ms. Sandlin at dsandlin@bladensburgmd.gov or Chief Stone at tstone@bladensburgmd.gov.

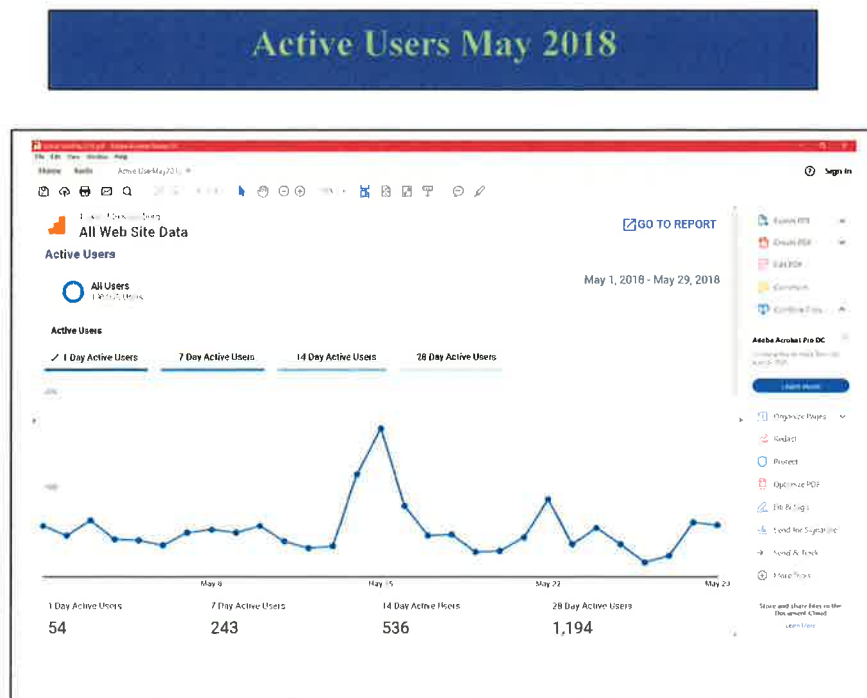
MML 2018 PORT TOWNS BOOTH

The Town of Bladensburg will be partnering with our neighboring Port Towns, Edmonston, Colmar Manor and Cottage City to display a booth during the MML 2018 Summer Conference. This year's theme will be "Collaboration at its Finest". A committee of representatives from each Town has begun meeting to plan and coordinate how we will increase the visibility of the Port Towns' communities and determine how we will showcase the collaborative partnership between the four Towns' while at the conference.

A hashtag campaign has been developed to promote the booth prior to the conference and during the conference to encourage attendees to visit the Port Towns Booth. The hashtag campaign will be #Collaboration#PortTowns. As part of the campaign, a postcard will be created to email to conference attendees three weeks prior to the conference and handed out during the conference. A contest will also be developed to encourage attendees to stop by the booth while attending the conference. A video will be produced highlighting the assets of each Town and will run on a loop at the booth.

WEBSITE ANALYTICS

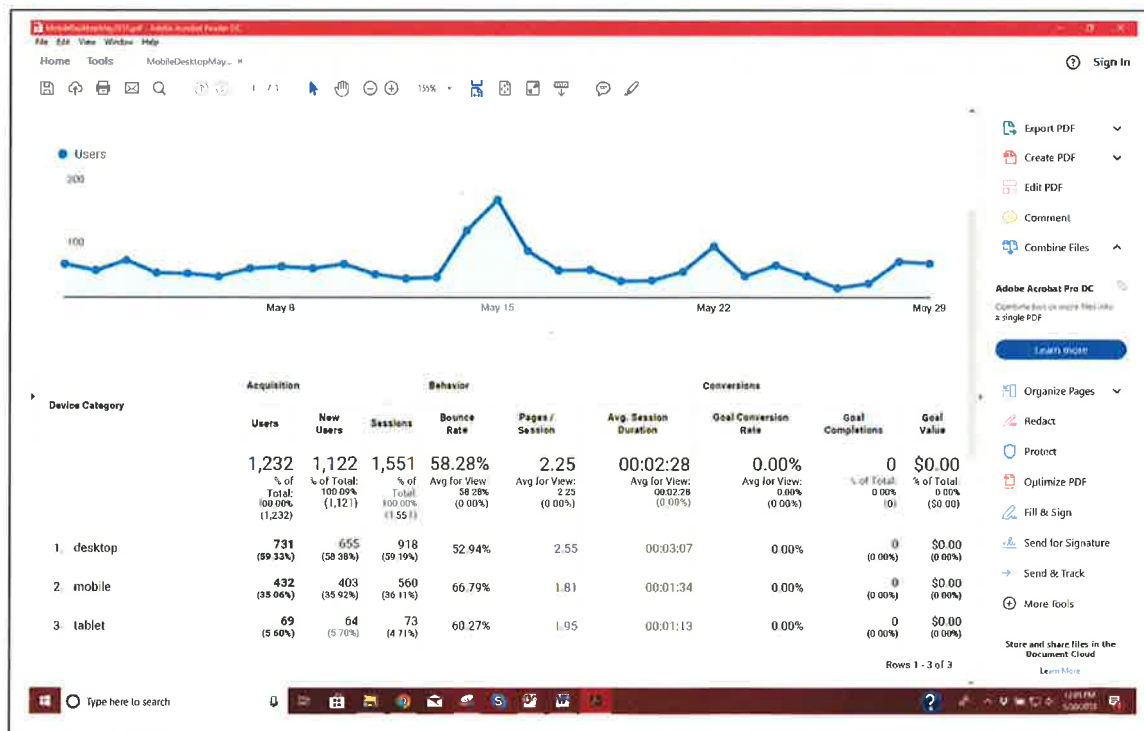
The data for April shows there were 1,350 visitors to the website, of which, 1,121 were new visitors to the site and 229 were returning visitors to the site. Additionally, the data shows the most frequently used devices when visiting the site were, Desktops (59.33%), Mobile Devices (35.06%), and tablets (5.60%).



New vs Returning Visitors to the Website



Mobile-Desk-Tablet Overview



CONSTANT CONTACT MAILING

During the month of May, 17 new contact e-mail addresses were generated. This report shows the total growth in number of new contacts that have been added to the Town's e-mail list over the last 30 days. One (1) contact was added using the Text-to-Join campaign, two (2) contacts were added using the Town website and 14 were added by Town staff collecting e-mails at various events.



Mailing List Trend Overview in May

October 2016: 400 Contacts

May 2018: 1, 235 Contacts

- May 2018: **1,235 Total Contacts**
- Weekly User Opens by Device: **Mobile: 41%**
- Number of Weekly New Job Postings: None (3)
- Number of Notices, Alerts: Five (2)

Desktop: 59%

- Number of Contacts Added: Five (17)
- Number of Contacts Unsubscribed: (4)
- Most Engaged E-blast in May: **The 2018 Summer Youth Internship Program**

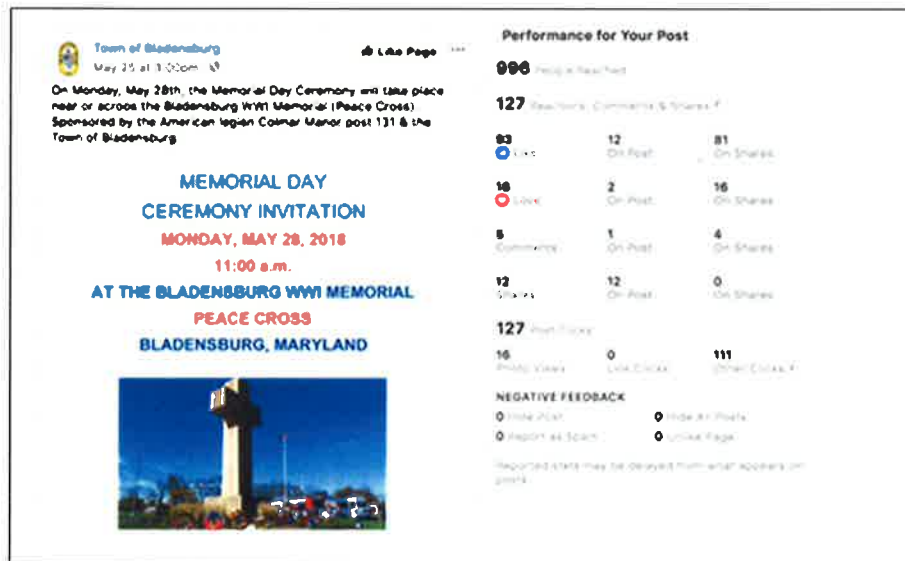
FACEBOOK UPDATE

Social Media Update: Facebook

There were 351 Total Facebook Page likes in the month of May on the @BladensburgMD Facebook page, the insights activity is from May 2018.

The most popular post on Facebook during the month of May was the post on the Memorial Day Ceremony at Peace Cross.

The information posted on the Town's Facebook page had 12 shares and reached 996 people. See image, pictured below for more data on The Town's Facebook insights and online activity.



Follow the Town of Bladensburg on Facebook and Twitter.

MAY 2018
MEETINGS/EVENTS/COMMUNITY INVOLVMENT

The Town Administrator was involved in the following meetings/events/ and community outreach activities:

1. Along with Mayor James, met with Tony Ruffin, Senior External Affairs Specialist for Pepco to discuss enhancing communication between the Town and Pepco to ensure information is efficiently disseminated in a timely manner to the community. Additionally, Mr. Ruffin was following up on a previous discussion on the removal of leaning and double poles located throughout the Town. Mr. Ruffin will be provided with an updated list of poles still needing to be removed.
2. Met with Commander Dean Webber from the American Legion to discuss the Memorial Day Event.
3. Facilitated several MML Port Town Booth meetings.
4. Participated in several FY19 budget meetings.